

Fastest growing breeder

Hubbard Farms has seen a dramatic rise in its share of the world broiler breeder market and today supplies one of every six broiler breeders in the world.

In recent years Hubbard has become a significant supplier to the expanding Chinese market.

The basis of the Hubbard programme is its regular (classic) slow feathering broiler.

This broiler is designed to reach weights of 1.5-2.0kg as fast as possible with high feed efficiency.



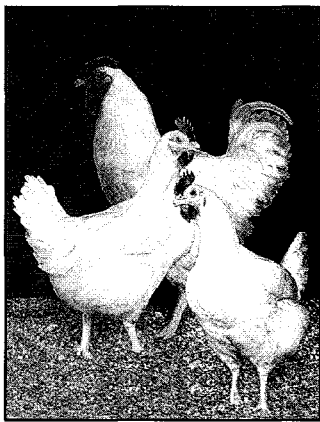
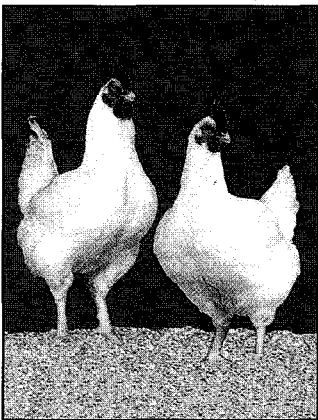
The Hubbard Roaster.

The Classic broiler is a recognised leader in such markets as Brazil, Pakistan and India. It also commands a major share of most Middle East and Far East markets.

Notwithstanding a trend towards yield type birds, Hubbard has seen solid growth in sales of this product in the USA, holding up to 40% of some customers' needs for a carcass cost efficient broiler with low chick cost.

For those markets requiring deboned meat for further processing, the Hubbard HI-Y (High Yield) is recognised for its outstanding commercial performance at both the breeder and broiler levels.

Hubbard's HI-Y package.



The Hubbard Classic broiler.

Since its launch in 1991 the HI-Y has doubled sales every year and now has 10% of the huge USA market.

The live cost efficiency of the HI-Y, expressed as per kg of deboned meat produced, is lower than any other breed, and its market leading performance gives today's poultry producer a unique cost efficiency combination.

Hubbard is also selling the HI-Y in the European market having recently introduced a new high yield male, tested in volume in Spain, providing a package that provides cost advantages over the current market leaders. ■

Production is dependable and consistent from flock to flock and they recover extremely well from accidental disturbances in their feed, water or light. The advantages of several breeds were used to produce the Golden 300 Hybrid. Being a hybrid, they are extremely hardy and disease resistant.

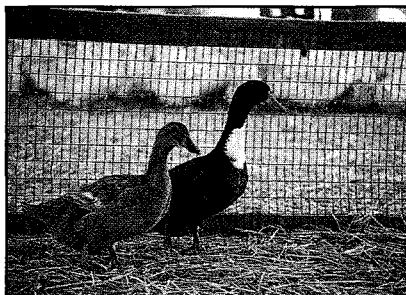
The Golden 300 Hybrid

The Golden 300 Hybrid egg laying duck was developed by Metzger Farms in response to the needs for a consistent, high egg producing duck.

The main advantages the Golden 300 Hybrid has over other egg strains, such as the Khaki Campbell, is their larger egg size (82g), higher egg production (290 in 52 weeks), improved fertility (93%) and calmer temperament.

A major advantage to the hatchery producing the commercial Golden 300 Hybrid is the ducklings

can be sexed by their down colour at hatching. The males are shades of black and the females are shades of brown. If the commercial ducks are used as breeders, however, their ducklings do not retain this trait and hatch in a variety of yellows, blacks and browns with no relation to sex. Commercial ducklings and parent breeders have been sold in the United States, Canada, Mexico and the Philippines. Their eggs are extremely well suited for balut, salted or fresh egg production. ■



BREEDER REVIEW



Going for Gold!

DeKalb Poultry Research Inc is aggressively leading the way towards the 21st Century with a vast array of new genetic tools and products.

New technology being used at DeKalb includes BLUP (Best Linear Unbiased Predictor) statistical procedures for advancing the pace of conventional genetic improvements.

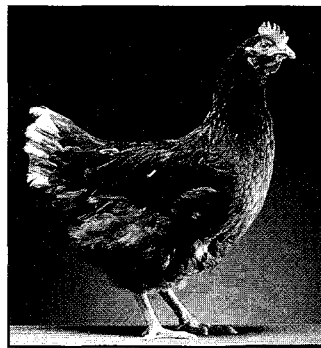
Various biotechnology methods are being used to identify birds that are more disease resistant, stress tolerant, productive and efficient in producing high quality eggs.

The development of birds capable of producing eggs with improved nutritional profiles is underway utilising a number of new, high technology procedures.

DeKalb's white egg layers have become known as the number one birds on the bottom line.

The DeKalb Delta's large early egg size, excellent egg numbers, superior shell strength and outstanding conversion of feed to egg mass have made it a very popular layer worldwide.

The high peaks, ruggedness, terrific egg numbers and the superb moult performance of the DeKalb XL keep it as a favourite with many egg producers around the world.



The DeKalb Gold.

The low feed consumption, superior bottom line performance, and excellent egg size and table egg qualities of the DeKalb DK are creating a renewed demand for this layer in the face of today's high feed prices.

The tremendous egg size, good shell quality, ruggedness and adaptability of the new DeKalb Beta are attracting the attention of producers with large egg size markets around the world.

Both vent and feather sexing versions of all DeKalb white egg layers are now available.

DeKalb's brown egg layer line up is now led by the new DeKalb Gold.

The Gold was originally bred to perform in the heat and disease stress environments of Southeast Asia and South America.

However, its superior performance, egg quality characteristics and adaptability are causing it to become rapidly accepted all around the world.

Outstanding breeder performances have maintained the loyal popularity of this producer of large brown eggs.

High peaks, tremendous persistence of high levels of production and good egg quality make the DeKalb Amber a popular layer in markets looking for high numbers of moderate sized brown eggs.

The DeKalb Black and Rustic are dual purpose birds providing an excellent way of producing both eggs and meat in developing areas. ■